COURSE NAME: Corporate Social Responsibility
NUMBER: 11:373:201
SEMESTER: Fall
MEETING DAYS, TIMES, AND PLACE
Lecture: Asynchronous online. All the required course materials are available under files on Canvas.

CONTACT INFORMATION:
Intructor: Dr. Isaac Vellangany
Office Location: Cook Office Building
Email: isaacv@sebs.rutgers.edu
COURSE WEBSITE, RESOURCES, AND MATERIALS:

- Canvas.rutgers.edu. Log on with your netid and password to access all course-related announcements, PowerPoints, and other course-related materials.

REQUIRED TEXTBOOK

O. C Ferrell, John Fraedrich, and Linda Ferrell, *Business Ethics*, (Thirteenth Edition). Cengage Publisher**.**

ISBN: 9780357513446

COURSE DESCRIPTION:
In this course, we will investigate some of the ethical issues facing businesses including acceptable risk, workers' rights, economic sustainability and inclusivity, outsourcing, whistleblowing, and ethical issues in marketing. A way to understand these issues is to reflect upon our ethical thinking by raising questions like what moral philosophies and theories direct our ethical behavior and business practices. Do we apply moral theories and standards proactively in decision-making, and not after the fact rationalization of our actions? Is there an ethical framework at the organization level to adhere to? How do we differentiate between being ethical and legal? All these quires require critical thinking, and this course aims to equip students to achieve this goal

LEARNING GOALS:

This course fulfills core curriculum SCL and fulfills major requirement R4

1. Identify possible ethical problems in each business context.
2. Critically assess ethical arguments relevant to such issues.
3. Increase awareness of a wide range of ethical challenges that can arise in business
4. Test the strengths and weaknesses of various moral beliefs and ethical arguments relevant to business practices.
5. Reinforce a personal sense of compassion and fairness in the context of your current or future professional roles.
6. Evaluate your perception of leadership and develop ideas to implement ethical leadership in your own given circumstances

ASSIGNMENTS/RESPONSIBILITIES, GRADING & ASSESSMENT:

Complete all the homework assignments and quizzes as specified below. Online participation in all course components is mandatory for this class, except for unavoidable circumstances. The grade weights of these requirements are given in the table below. All assignments are due on or before the deadline. Any homework submitted after the due date will not be accepted. If you miss a quiz, you will receive a grade of zero for that quiz. Once again Participation in online discussion is mandatory for this course.

Grade Components	Possible points	Percentage weight
Quiz 1	100	20
Quiz 2	100	20
Quiz 3	100	30
Online Participation	100	10
Final Presentation	100	20
Total	500	100

Grading Scale:		
A = 90 % and above	B+ = 85%-89%	B = 80%-84%
C+ = 75%-79%	C = 70%-74%	D= 61%-69%
F = 60%and below		

Your final grade will be calculated by dividing the total number of points earned (including any extra credit) by 600 to obtain a percentage. The letter grade will be based on that percentage, which may be curved depending on the course average.

Late Assignments and Make-Ups:
Because meeting the deadlines and completing assignments on time are important parts of this class, late assignments without an acceptable excuse will be penalized by 30%. Exam make-ups will only be given for a university-approved absence.

Attendance: You are required to participate in all virtual discussions. Submit all the required work as per the schedule. Late submissions will not be accepted.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES
Please follow the procedures outlined at https://ods.rutgers.edu/students/registration-form. Full policies and procedures are at https://ods.rutgers.edu/
Please make sure that you submit the exemption form form form ODS services as soon as possible. Do not submit the form on the day of the assignment.

ABSENCE POLICY
Students are expected to attend all classes; if you expect to miss one or two classes, please use the University absence reporting website https://sims.rutgers.edu/ssra/ to indicate the date and reason for your absence. An email is automatically sent to me.

COURSE SCHEDULE: I reserve the right to alter this schedule as needed.

		Rubrics for the final paper are available under files on canvas.
PART 1. AN OVERVIEW OF BUSINESS ETHICS	Chapter 1. The Importance of Business Ethics	Online discussion on the chapter content opens on 09/10 and closes on 09/12
	Chapter 2. Stakeholder Relationships, Social	Online discussion on the chapter content opens on 09/13 and closes on 07/26

	Responsibility, and Corporate Governance	
	Chapter 3. Sustainability: Social and Ethical Dimensions	Online discussion on the chapter content opens on 09/27 and closes on 10/04
PART 2. ETHICAL ISSUES AND THE INSTITUTIONALIZATION OF BUSINESS ETHICS	Chapter 4. The Institutionalization of Business Ethics	Online discussion on the chapter content opens on 10/05 and closes on 10/11
Test 1 10/13	Covers chapters 1 - 4	Test 1 opens on Canvas at 5.00 PM 0n the 13th and closes at 10.00 PM on the 14th.
	Chapter 5. Emerging Business Ethics Issues	Online discussion on the chapter content opens on 10/18 And closes on 10/24.
PART 3. THE DECISION-MAKING PROCESS	Chapter 6. Ethical Decision Making	Online discussion on the chapter content opens on 10/25 and closes on 11/01
	Chapter 7. Individual Factors: Moral Philosophies and Values	Online discussion on the chapter content opens on 11/02 and closes on 11/07
	Chapter 8. Organizational Factors: The Role of Ethical Culture and Relationships	Online discussion on the chapter content opens on 11/08 and closes on 11/12
Test 2: 11/13	Covers chapters 5- 8	Test 1 opens on Canvas at 5.00 PM 0n the 13th and closes at 10.00 PM on the 14th.
PART 4. IMPLEMENTING BUSINESS ETHICS IN A GLOBAL ECONOMY	Chapter 9. Developing and Implementing an Effective Ethics Program	Online discussion on the chapter content opens on 11/15 and closes on 11/21
	Chapter 10. Global Business Ethics Issues	Online discussion on the chapter content opens on 11/22 and closes on 11/24
Thanksgiving Break		
	Chapter 11. Ethical Leadership	Online discussion on the chapter content opens on 11/29 And closes on 12/04
Final Paper due	DECEMBER 5th	Submit via assignment on Canvas. One submission per group.
Peer evaluation due	December 8th.	Submit via assignment on Canvas. Failure to do so will result in a 20% reduction in the final grade.

	Chapter 12. Technology: Ethics and Social Responsibility Issues	Online discussion on the chapter content opens on 12/05 And closes on 12/12.
Each group will be assigned one case for the final presentation from the list below.		Rubrics for the final paper are available under files on canvas.
PART 5. CASES		
	1. From the Outside In Corporate Social Responsibility at Patagonia	
	2. Tesla Accelerates the Transition to Sustainable Energy	
	3. An Apple a Day: Ethics at Apple Inc.	
	4. TOMS Reinvents the One for One Movement	
	5. CVS Smokes the Competition in Corporate Social Responsibility	
	6. Bayer Rounds Up Monsanto	
	7. Uber Collides with Controversy	
	8. Uber Collides with Controversy	
	9. Home Depot Works on Stakeholder Relationships	
	10. Brewed to Perfection: New Belgium Brewing	
	11. Starbucks Serves Up Its Social Responsibility Blend	
	12. The NCAA Enforces Penalties in College Athletics	
	13. Whole Foods Market Refreshes Its Commitment to Stakeholders	
	14. Herbalife Nutrition Achieves Success by Managing Risks	
	15. Volkswagen Cleans Up Reputation After Emissions Scandal	

FINAL EXAM/PAPER DATE AND TIME
Online Final exam Schedule: http://finalexams.rutgers.edu/

ACADEMIC INTEGRITY

The university's policy on Academic Integrity is available at http://academicintegrity.rutgers.edu/academic-integrity-policy. The principles of academic integrity require that a student:

- properly acknowledge and cite all use of the ideas, results, or words of others.
- properly acknowledge all contributors to a given piece of work.
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of impermissible materials or impermissible collaboration.
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions.
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress.
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to ensure that

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments.
- all student work is fairly evaluated and no student has an inappropriate advantage over others.
- the academic and ethical development of all students is fostered.
- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.